

# Motor Coach Industries Create a Green Marketing Message

Thank you for joining us.

Our webinar will start shortly.

If you are experiencing any difficulties please  
call Scott Crawford at (214) 208-6608



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# Introduction

- A green message gives our industry a unique opportunity to change perception.



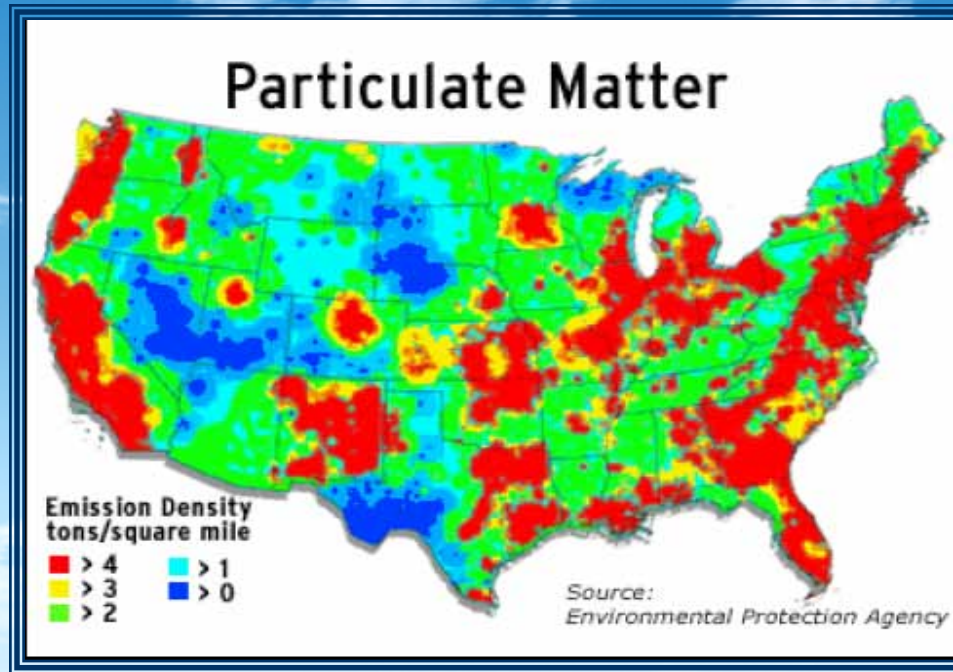
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# Tomorrow Begins Today



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# Emissions Density Map



Government officials, politicians, and major corporations are scrambling to be a part of the solution to this global issue. Now is the time to ensure the voice of the motor coach operator is heard.



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# A New Day for Coach Travel



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# A Green Business

- Be recognized as an environmental leader
- Higher awareness adds to a stronger bottom line by reaching new markets and riders
- Get a marketing edge over your competitors
- Improve your team morale



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# A Greener Image

- Of those consumers surveyed, more than 92% want a business to go beyond commercial activities and start being socially responsible
- Consumer purchasing power directly support those business initiating an environmental policy.
- Student travel is a \$10 billion market - younger travelers can be reached out to and educated on green travel.



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# Motorcoaches Are Green

- New engines give you additional power in your marketing message, but don't hesitate to communicate the green nature of your total fleet
- Transportation accounts for 30% of US carbon emissions
- One full motorcoach takes at least 55 cars off the road



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# Take Aways from Today's Presentation

- Ideas and tools to use
  - Green facts that you can share
  - PR
  - Examples of success
  - Promotions
  - Green your website
  - Advertising
  - MCI Pro Support tools
- Moving forward
- Q & A



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# Terms Worth Knowing

- **Global Warming** – the increase in the average temperature of the Earth's near-surface air and oceans since the mid-twentieth century, and its projected continuation.
- **Carbon Footprint** – A "measure" of the impact human activities have on the environment
- **Carbon Offsets** - is a financial instrument representing a reduction in greenhouse gas emissions
- **Greenhouse Gas** - the gases present in the atmosphere which reduce the loss of heat into space and therefore contribute to global temperatures through the greenhouse effect
- For a full list of terms go to [ww.mcicoach.com/gogreen](http://ww.mcicoach.com/gogreen)



# Being Green From the Inside – For Your Business

- Use recycled content paper (30% post consumer)
- Use soy-based inks in printing
- Use environmentally friendly cleaning products
- Select efficient lighting systems in your facility and in your coaches
- Conserve water
- Reduce travel – use video conferencing when possible



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# Being Green from the Inside – For Your Fleet

- Utilize engine idling monitor option
- Switch to LED lights
- Use SmartWave™ tire monitoring
- Utilize bio-fuels
- Recycle oils
- Train your drivers to operate coaches properly and efficiently
- Ask about MCI's driving simulator to provide training without fuel consumption.



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# MCI's Green Guide Toolkit

- Tell your customers and community that they are lowering their carbon footprint by riding with you
- Toolkit DVD includes:
  - Emissions data comparison
  - Industry facts
  - Promotional items
  - Website content
  - PR made easy
  - Advertising and communications



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## Tips and tools to promote your greener fleet

Are you taking full advantage of your MCI clean-diesel coaches? Here's how you can make a difference in communicating your message to your customers and community. You may even reach a whole new market!

*Click on the links below to find helpful tools to get the word out that you're going green:*



### **FAQs**

*Common questions and answers about eco-friendly motor coach travel*

### **PR Steps**

*How to tell your community you have a greener fleet*

### **Going green Powerpoint**

*Ready to present to your customers*

### **Green your website**

*Video, html and other resources ready for posting*

### **Customize your promotions**

*Put your name on these handy marketing materials*

### **Co-op ad**

*Spread your green message in local newspapers and magazines*

### **Parts to help make your fleet greener**

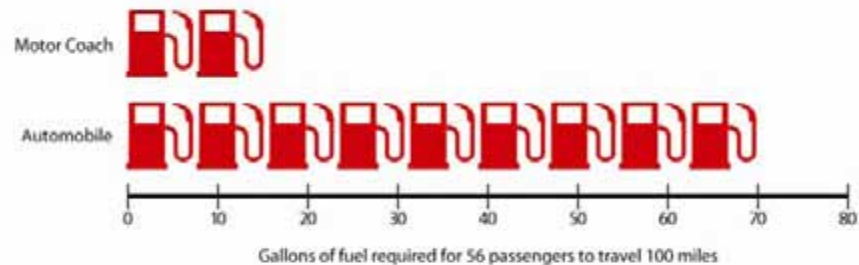
*MCI PRO Support items to get you going even greener*



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# Common Q & A about Eco-Friendly Motorcoach Travel

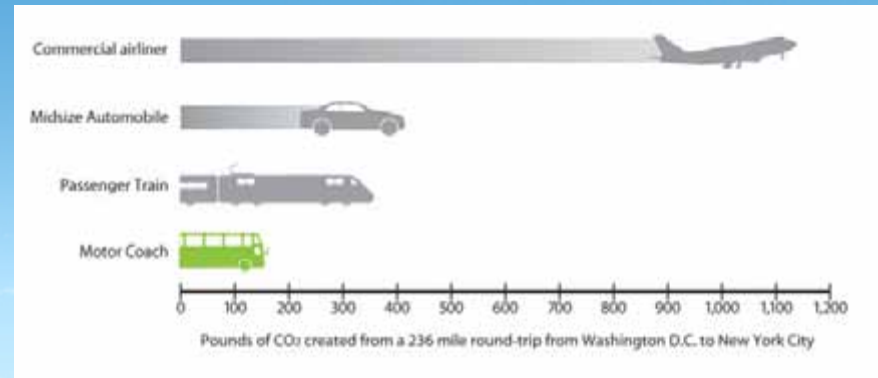
- Create a document that you can use to help explain the “green” facts about motorcoach travel and answer your customer’s questions:
  - How does motorcoach travel protect the environment?



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# Common Q & A about Eco-Friendly Motorcoach Travel

- Why travel by motorcoach is a greener way to ride.



- What does "powered by clean diesel technology" mean?



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# PR Goals and Objectives

- Obtain exposure for your business and your new fleet of eco-friendly MCI coaches. Promote the advantages of motorcoach travel including convenience, luxury and how riding by motorcoach helps the planet by easing congestion and CO2 emissions. Another objective is to highlight your business philosophy of providing passengers with the newest, most-environmentally friendly equipment available.



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# Public Relations Steps Goal and Objectives

- Strategy
- Communicate your greener fleet to your community through media relations
- Tactics
  - Develop a media list
  - Get a good photo of your coach(es)
  - Issue a press release
  - Hold a press conference
  - Distribute your press release and photo to the media
- Leverage partnerships



# Press Release Example

## NEWS RELEASE

(Company name) goes green with new, eco-friendly motor coach

CITY, State abbreviation, Month 00, 200(8)—In a move to improve both the environment and local transportation options, (Company Name) has added a new, low-emissions motor coach to its fleet. The coach, manufactured by Motor Coach Industries (MCI), features new engine technology that reduces particulate matter.

The MCI (model name, ie J4500) has a (Caterpillar, Detroit Diesel or Cummins) engine and (an Allison or a ZF Astronic) transmission. Key to the clean-air technology is the Diesel Particulate Filter, or DPF, that replaces a traditional exhaust system, and the use of Ultra Low Sulfur Fuel, to meet rigorous new EPA standards.

“We’re proud to give our customers—and our community—cleaner transportation,” said Name, Title (change quote as desired). Our motor coaches are eco-friendly in a variety of ways. In addition to the new, lower emissions, a motor coach offers the prospect of replacing as many as 52 cars on the road, making them more fuel-efficient, in essence, than the latest hybrid gas-electric cars.

Passengers will find that environmental aspect comes with a pretty wide comfort zone: The coach features attractive styling along with a host of amenities, including (list things such as LCD flat-screen video monitors, DVD player, plush seating and scenery-sized windows).

Company Name provides tour and charter services for the (location) area. (Add

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# Examples of Success

- Chicago Classic Coach held a press event October 2007 to highlight the delivery of their 1<sup>st</sup> 2007 EPA compliant MCI coach.
- Press invited – resulted in feature in Chicago Daily Herald
- Coach on display
- “White hanky” demonstration
- Event video featured on their website

[www.chicagoclassiccoach.com](http://www.chicagoclassiccoach.com)



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# Examples of Success

- Peoria Charter Coach held a May press event to highlight delivery of 3 Clean Diesel MCI D4505's.
- 3 major television stations & local Newspapers
- They used facts from MCI's materials and demonstrated the white-glove test to the TV crews.



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# Examples of Success

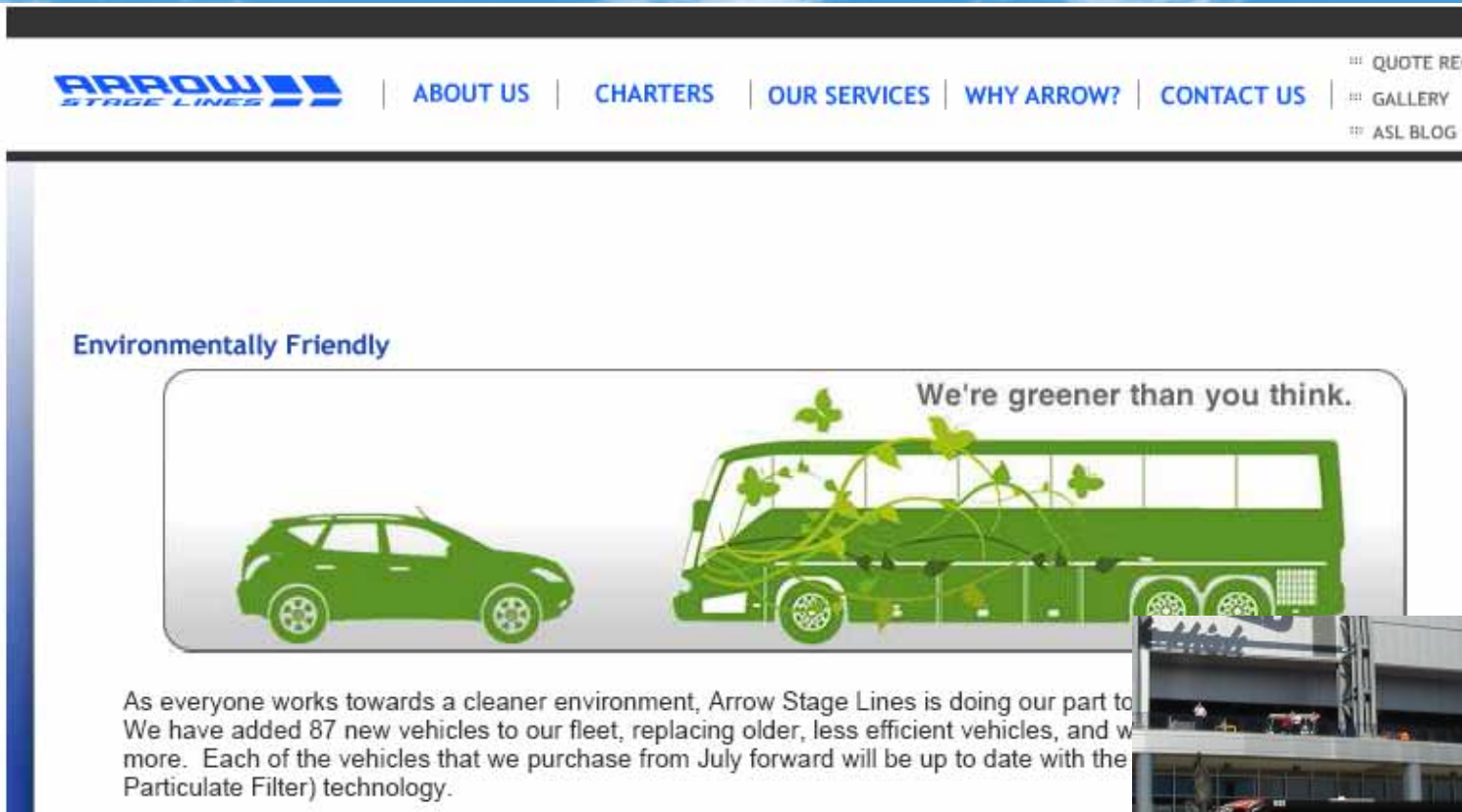
- In an interview with the *Peoria Star Journal*, Peoria Charter pointed out that a full coach of 56 people traveling 100 miles takes 14 gallons of fuel, while the same number of people that distance by car would use 70 gallons of fuel.



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# Examples of Success

- Arrow Stage Lines creates a green webpage



The screenshot shows the Arrow Stage Lines website with a navigation menu including 'ABOUT US', 'CHARTERS', 'OUR SERVICES', 'WHY ARROW?', 'CONTACT US', 'QUOTE REQUEST', 'GALLERY', and 'ASL BLOG'. The main content area features a section titled 'Environmentally Friendly' with a graphic of a car and a bus, the text 'We're greener than you think.', and a paragraph stating: 'As everyone works towards a cleaner environment, Arrow Stage Lines is doing our part. We have added 87 new vehicles to our fleet, replacing older, less efficient vehicles, and more. Each of the vehicles that we purchase from July forward will be up to date with the Particulate Filter) technology.'



Go

# Customize Your Promotions

- Be creative in how you communicate with your customers keep your name out in front and in their memories with:
  - Creative newsletters – can be simple, sends a controlled message, direct advertising
  - Utilize electronic media
  - Promotional products – customize with your logo and use with special promotions or events



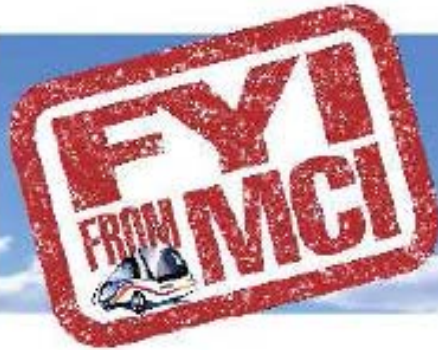


MOTOR COACH  
INDUSTRIES

[CUSTOMER LOGIN](#) | [EMAIL SIGNUP](#) | [CONTACT US](#) | [PRESS RELEASES](#)

*Make the journey with the leader in coaches, parts and service.*

[MCI COACHES](#) | [PRE-OWNED COACHES](#) | [PARTS / SERVICE / SUPPORT](#) | [FINANCIAL SERVICES](#) | [ABOUT US](#)



GO GREEN  
SEPTEMBER 2007

# NEWS



**TO PRINT THIS EMAIL:**  
USE THE PRINTER ICON ON YOUR BROWSER; CHANGE THE PRINTER SETTING TO LANDSCAPE USING THE 'PREFERENCES' BUTTON IN YOUR PRINTER DIALOG BOX.

[SEND TO A FRIEND](#)

**\$99 engine oil and filter change special for MCI Coaches.**

Also in this issue:



SPONSORED BY DuPont  
CoatingSolutions – Simply Better



FOR OUR CANADIAN SUBSCRIBERS –  
Winnipeg plant goes green >



VIRTUAL GREEN SPACE – New web page shows industry in green light >

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# Ready to Use Power Point



**Insert Your Name Here**

**We are proud to showcase our new fleet of  
2007 EPA Compliant engines  
manufactured by Motor Coach Industries**



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# Keep your name out front with great giveaways and promotions

Let your customers know more about you with fun and informative products that promote your business. MCI has successfully used many of the gifts and printed materials featured here as marketing tools. Now, they're available to you—just add your logo, and look forward to more sales and repeat business.

## Customer giveaways that keep on giving—with visibility for you!

### Beanbag frog with yellow t-shirt:

"Eco" is what we've named this green beanbag frog adored by all. Prices include one-color imprint. Order in quantities of 500, \$2.68 each; 750, \$2.50 each; 1,000, \$2.46 each. (Shipping and tax, if applicable, are additional.)



### Squeeze for less stress:

All though coach travel is less stress filled than other modes of transportation, your passengers will still enjoy these squeezable MCI logo (only) coaches. Order any amount for \$1.50 each.



To order any of the items above, call 1-800-466-7186 ext. 10 and mention the MCI custom promotion program.

### Twist 'n' click float pen:

Sign more sales. One side of the pen showcases your smooth-riding MCI, the other shows off your name, slogan, website or phone number. Blue writing ink is standard, but black, red or green ink are also available at no additional cost. Order in quantities of 500, \$2.63 each; 1,000, \$2.25 each; or 2,500, \$2.06 each. (Shipping and tax, if applicable, are additional. Allow 7 weeks for custom orders.)



## Imprint your logo on these materials

### "Ride the Green Highway" bookmark:

This handy give-away provides the top six reasons why passengers should be riding with you. Hand it out to your passengers or include it with your invoices and pre-trip materials sent to customers.



**Paper-fold, bus bank coach:** Watch how this giveaway gets parked on the desks of your key accounts, reminding them that you're ready to roll to wherever they're going. Easy fold assembly. Order in quantities of 250, \$1,150.00 total; 500, \$1,275.00; 1,000, \$1,500.00; or 1,500, \$1,640.00.

To order these printed materials send an email to [Mail@kmpprinting.com](mailto:Mail@kmpprinting.com) attention Mike Grunewald or call him at 847-884-1100, ext. 312.



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# “Green” Your Website

[PLACE YOUR LOGO HERE]

SIZE TO  
171 pixels wide X  
90 pixels tall  
Filename: logo.jpg

CLEAN BURNING ENGINES. REDUCES EMISSIONS. LOWER IMPACT TO THE ENVIRONMENT.

## [Your Company Name Here] - Going Green

We're investing in the future. Read a little about how our new motor coaches are benefiting you and the environment

[PLACE YOUR MCI COACH IMAGE HERE]



SIZE IMAGE TO  
320 pixels wide x 254 pixels tall  
Filename: coachPhoto.jpg

Pictured above is one of our brand new Clean-Engine® MCI Motor Coaches. We've got the best of both worlds. Luxury and comfort combined with environmentally friendly engines.

Take a Ride on the Green Revolution

[Charter a Coach Today](#)

### Calculate your Carbon

Click here to use the carbon calculator at [Native Energy.com](#)



### A few FAQs about our "Green" Coaches

- How does motor coach travel protect the environment? Motor coaches are greener, fuel-efficient way to go, naturally. Each coach carries as many as 56 passengers, which keeps numerous cars off the road, ultimately reducing emissions and traffic congestion. A motor coach uses about 14 gallons of fuel to travel 100 miles. Taking the same number of people the same distance by car.

### Did you know?

One motor coach can displace as many as 56 passenger cars from crowded highways.



Riding with us is a breath of fresh air.

Learn more about our coaches powered by clean-diesel technology

POWERED BY  
CLEAN-ENGINE  
TECHNOLOGY

[CLICK HERE](#)  
to calculate your carbon footprint  
and tour our luxurious interiors.



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# Advertising

- Promote “green” and luxury in your message
- Include your telephone number and website address



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# Riding with us is a breath of *Fresh Air*

**T**raveling by motor coach has always been a great way to see the country and make new friends in comfort and style. Now it's a great way to preserve the planet, too. Our new coaches are more luxurious than ever, and cleaner, too! We use MCI coaches with advanced engine technology that cuts particulate matter, or "black smoke," by 90 percent. That makes coaches the cleanest mode of transportation on the market today, short of your own two feet. When it comes to going green, we're on board. And we're saving the best seat for you.

To learn more about ways you and your groups can ride greener visit

**[www.coachoperator.com](http://www.coachoperator.com)**

(YOUR LOGO HERE)

# *Fresh Air*

*High style, low emissions  
with every ride*

**Place Photo of your  
MCI model here.**



**POWERED BY  
CLEAN-ENGINE  
TECHNOLOGY**

*ch. Go MCI.*



# Aftermarket Parts to Make Your Fleet Greener

- Use less fuel – save more resources



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MOTOR COACH  
INDUSTRIES

*Going further!*



*Driving Simulator*



*SmartTire*



*Saucon GPS*



*Remanufactured engine*

## Green your fleet today

Use less fuel,  
save more resources

MCI can help you make your coaches run leaner and greener. Whether you've got the newest, most eco-friendly clean-diesel coaches or older vehicles, we've got the products and parts to help you save fuel, conserve resources and keep your community breathing easy.

### Products to help you conserve fuel:

#### MCI's Coach Driving Simulator

Stop filling your fuel tanks for on-road training! The MCI Simulator trains your drivers to drive safely and conservatively, aided by fuel-measurement software that helps teach fuel conservation.

#### SmartTire™ tire-pressure monitoring system

Properly inflated tires can increase fuel economy by 3%, adding up to big savings annually.

#### Saucon GPS

Use this asset management tool for improved fleet utilization and to help keep drivers on course.

### Parts to help save resources, lessen pollution:

- Long-lasting LED lights
- A/C Freon upgrades
- Long-life filters
- Remanufactured parts program—engines, transmissions, motors and more!

### All parts feature:

- OEM-or-better quality
- Great warranties
- Competitive pricing
- MCI in-house technical support

### MCI PRO SUPPORT

STANDING BESIDE YOU. ALL THE WAY.

Parts, service, training and more to keep you going further!

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#### In the U.S.

MCI Fleet Support  
MCI Service Parts, Inc.  
1700 E. Golf Road  
Schaumburg, IL 60173  
Toll Free (800) 323-1290  
Toll Free Fax (800) 525-4569

#### In Canada

MCI Fleet Support  
Motor Coach Industries Limited  
260 Toronto Street  
Newcastle, ON L1B 1C2  
Toll Free English (800) 665-0155 Français (800) 546-3457  
Toll Free Fax (800) 872-2486

GreenFleet02/08

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# Start Today

- Request your Green Guide Toolkit today
- Sign up for FYI from MCI for the latest news on industry topics including green
- Place “Powered By Clean Engine Technology” badges on all your EPA compliant coaches
- Get involved in your community and local politics



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# Get Involved

- [www.mcccoach.com/gogreen](http://www.mcccoach.com/gogreen)
- [NativeEnergy.com](http://NativeEnergy.com)
- [TheDailyGreen.com](http://TheDailyGreen.com)
- [Eco-Travel.org](http://Eco-Travel.org)
- [Biodiesel.org](http://Biodiesel.org)
- [Wecansolveit.org](http://Wecansolveit.org)
- [buses.org](http://buses.org) (ABA)
- [UMA.com](http://UMA.com)
- [APTA.com](http://APTA.com)
- [MotorcoachCouncil.org](http://MotorcoachCouncil.org)



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# MCI's Green Highway Award

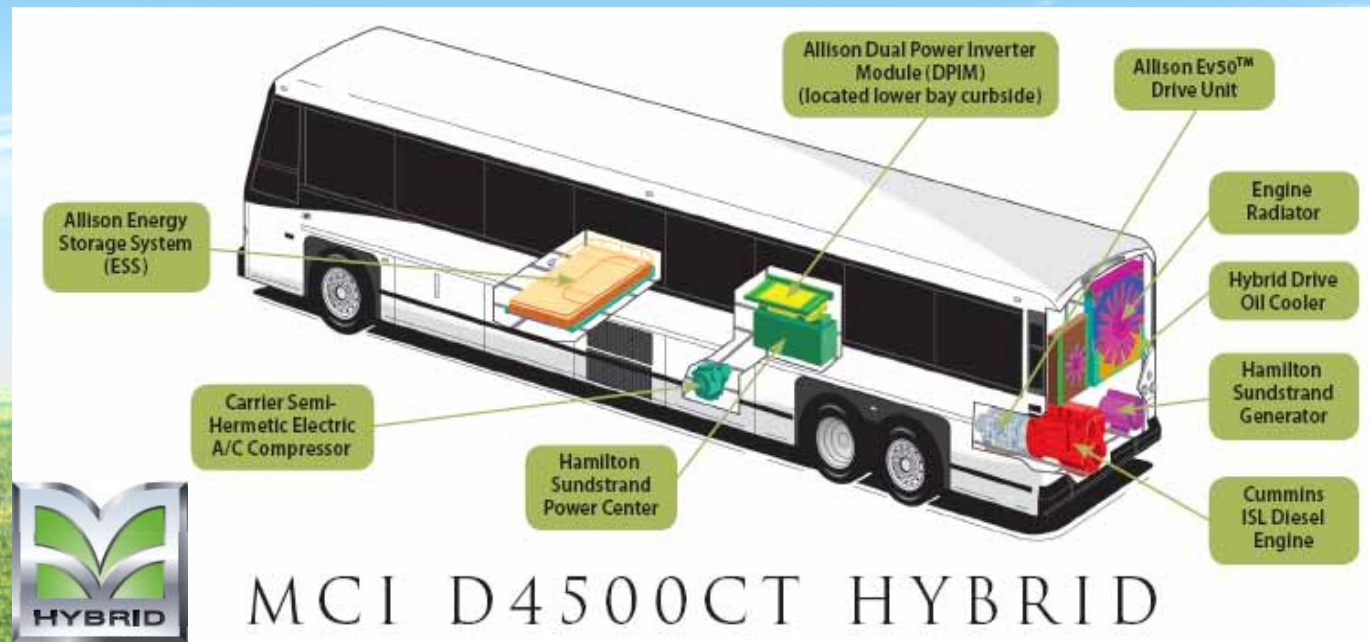
- MCI is proud to be the creator and sponsor of the Green Highway Award presented at the UMA Vision Awards Banquet.
- Go to [www.uma.org](http://www.uma.org) for your application today



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# MCI's Hybrid Coach

- Metro Houston coach which was 1<sup>st</sup> shown at ATPA EXPO in San Diego, CA, October 2008



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# Green Coach Research Project

The Green Coach Research Program, developed in conjunction with the University of Vermont, ABA, and UMA will pilot a Green Coach Certification program to explore these trends, test the market-place and develop the components for permanent certification program.



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# *Green Coach Criteria*

The pilot Green Coach Certification program will last 18 months starting in April and is based on the principles of transparency and voluntary participation. The program will evolve over time. During the field testing period, operators are eligible for a pilot Green Coach Certification label/recognition for any motorcoach complying with at least one of the following:



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# *Green Coach Criteria*

- Meeting or exceeding the industry average of 148 passenger miles per gallon.
- Running an EPA 2007 compliant engine.
- Running an EPA 2010 compliant engine.
- Offsetting carbon emissions by 80 percent through an endorsed carbon-trading program.
- Running on an alternative fuel such as a blend of Biodiesel.
- Having a strict, documented, and verifiable energy conservation and recycling program.
- Incorporating other emerging environmental technologies as prescribed by the GCC.



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# *Green Coach Criteria*

The GCC program is aimed at providing operators with the opportunity to increase their already high level of environmental stewardship by creating options for improved efficiency and reduced emissions. While each option is independent of the others, they can be combined to provide even greater benefit and market appeal.

Creating almost 85 unique labeling opportunities

Compliance with the options option may be undertaken on a per vehicle basis or an entire operational fleet may be certified.



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# *Signing Up and/or Learning More*

The University of Vermont is currently finalizing the list of operators participating in the program. If your company is interested in signing up it must register by March 31<sup>st</sup>. For more information or to sign up please contact:

Dave Kestenbaum

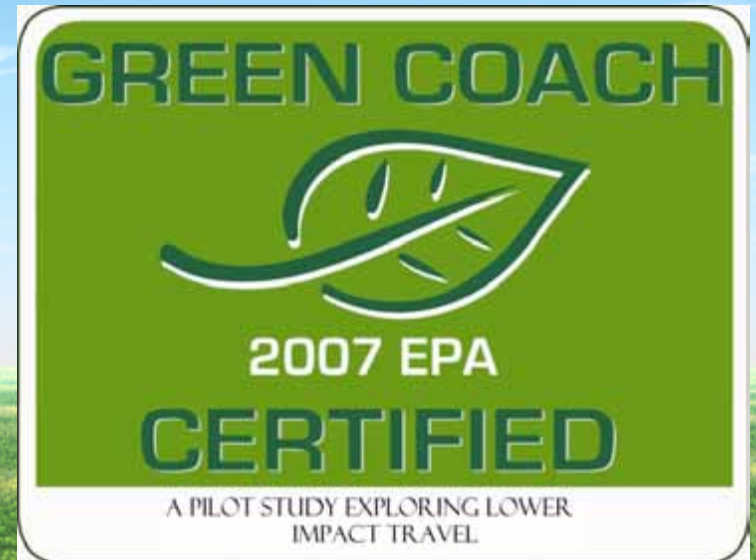
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University of Vermont

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(802) 656-9141 (office)

(802) 782-4753 (cell)



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# On the Horizon



- Please check our website for upcoming topics



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# Questions?

How can we help you start promoting your green business today?



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# Thank you for attending

- If you have any additional questions, please contact Vicki Bowman at [vicki.bowman@mcicoach.com](mailto:vicki.bowman@mcicoach.com) or call 847-285-2035.



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